



AZERBAIJAN MEDIA LANDSCAPE

www.themediavantage.com



Country overview

UPCOMING ECONOMIC AND TOURISM HUB

Overview of Azerbaijan



CAPITAL
Baku

GDP
\$48.2 billion

REGION
Asia

POPULATION
10,024,283

GDP PER CAPITA, PPP
\$15,053

AREA
86,600 SQ.KM

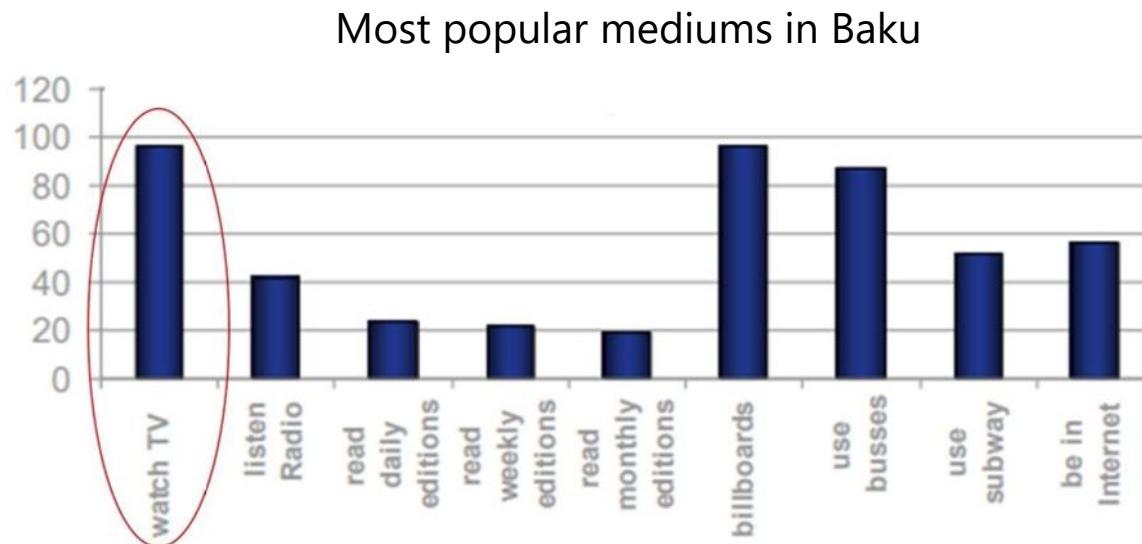
Azerbaijan is rich in natural resources, and its economy is heavily based on oil and other energy exports.

The country is considered an upper-middle income nation possessing a high level of economic development and literacy.

Azerbaijani media is influenced by the political processes in the country and are basically separated in pro-government and pro-opposition media.

Media consumption overview

TRADITIONAL MEDIA STILL HAS THE STRONGEST HOLD IN THE COUNTRY



TV is the most consumed medium in Baku.



Digital adoption is upcoming in the country.



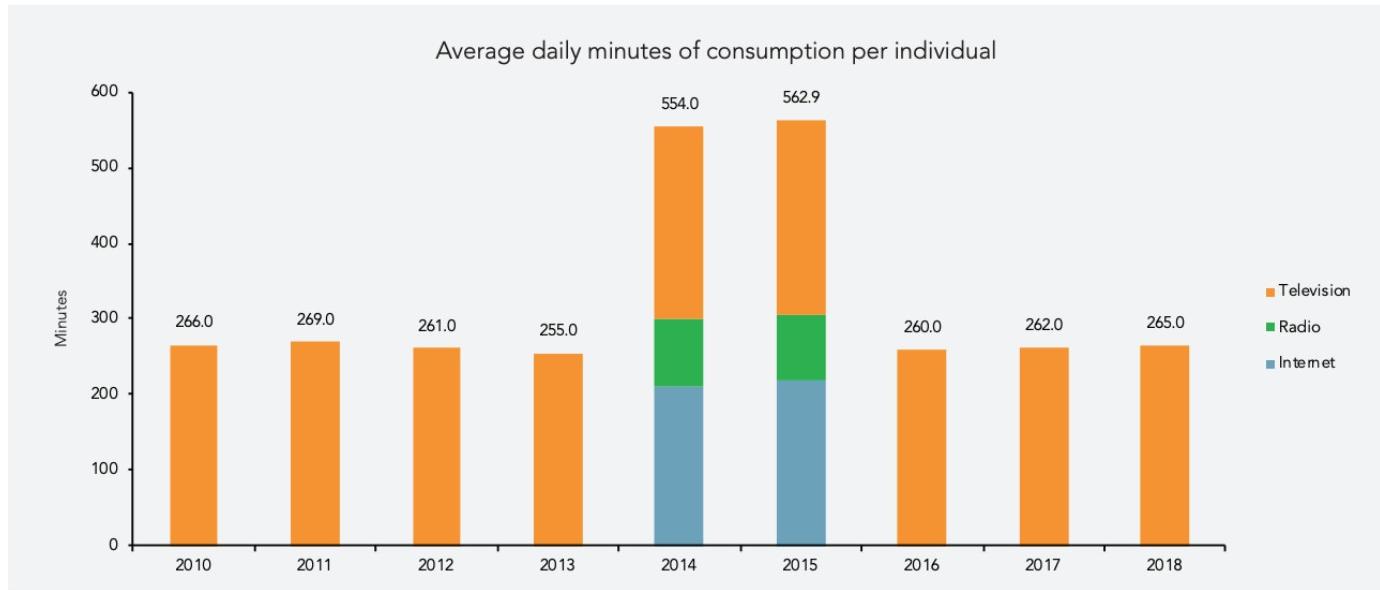
Outdoor maintains a very high reach among urban audiences.



Has the highest penetration across the country- 97%.

TV

TV IS THE MOST DEMANDED MEDIUM, AND HIGHLY CONSUMED IN URBAN AREAS



On average, 265 minutes of TV are consumed per person per day in Azerbaijan.

TV is the most popular medium and many homes have a satellite connection.

Television content is tightly controlled by the government.

TV Networks

LEADING TV NETWORKS IN AZERBAIJAN



AZ TV



ATV Azad Television



ANS Television



Lider Television



Xazar Television

Radio

A HUB FOR LOCAL CONTENT AS FOREIGN CONTENT IS BARRED



The most popular radio stations in Azerbaijan

As of 2019, there are 13 radio stations in Baku. They are mainly divided into state, private, and public domain.

Content is government controlled. There are no talk shows or debates.

The last known figure of radio's penetration is from 2014, when it was at 97%.

Print

PRINT MEDIA IN AZERBAIJAN IS MOSTLY STATE-OWNED OR SUBSIDIZED BY THE GOVERNMENT

AZER NEWS

Circulation: 48,000

Frequency: Twice a week (Wed & Friday)

AzerNews is a broad-sheet publication with a print-run as the first English language newspaper. It is in the vanguard of the country's print media market. It covers trends and developments in all major sectors of the Azerbaijani economy, including real estate, telecommunications, construction, finance, banking, tourism, industry, and energy. It is also an online newspaper, which reports about Azerbaijan and the entire Caspian region.



BAKU

Circulation: 15,000

Frequency: 6 times a Year

Baku magazine is the print and online magazine about everything edited by Leyla Aliyeva and published by Condé Nast in London. It supports conservation and wildlife charities, and it's also a hub for news, events and features, from around the world.



NARGIS

Circulation: 5000

Frequency: 10 times a year

Nargis acts as a diverse publication and provides unlimited opportunities for enlightenment in various fields of culture. It is a magazine about fashion, lifestyle, beauty, art, cinema and music, published since 2012 in Azerbaijan. The magazine is read by the affluent women of Azerbaijan.



AZERI OBSERVER

Circulation: 5000

Frequency: Quarterly

Azeri Observer is Azerbaijan's leading English language magazine founded by AssA-Irada, Azerbaijan's first independent news agency. Each issue includes three exclusive interviews with foreign ambassadors. It is distributed to all 65 embassies in the Azerbaijani capital and more than 500 locations in Baku including executives of state-run and international companies, hotels and business centers.



THE MOST

Circulation: 5000

Frequency: Quarterly

The MOST is the leading luxury lifestyle publication in Azerbaijan, issued quarterly in Russian with a summary in English. It is not just a print publication, but a real encyclopedia filled with MOST exclusive information designed to entertain, inform and educate an experienced reader. The magazine is distributed among embassies, five-star hotels located in Baku and the regions, beauty salons, business centers, restaurants, as well as through the VIP list of recipients, representatives of the intelligentsia and the elite.



Out of home

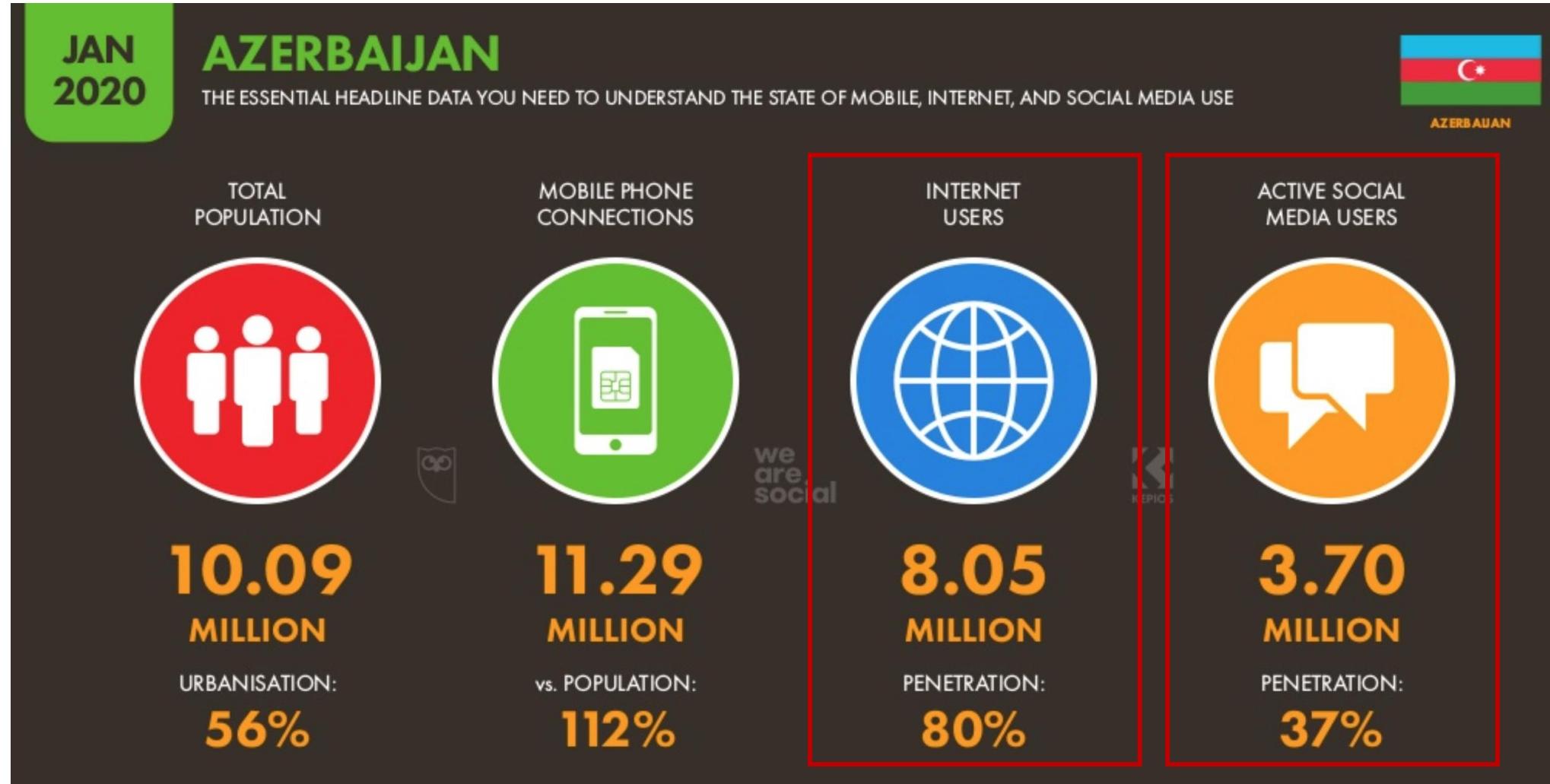
A PLETHORA OF OPPORTUNITIES IN THE CITY CURRENTLY HOSTING THE FORMULA 1 GRAND PRIX

- OOH Advertising is one of the most effective mediums to reach the Azerbaijan Population.
- Advertisement billboards are now the most persuasive methods and carriers of advertisement information in the country.
- Baku has a strong portfolio of out of home media in prime locations, ensuring a large number of eyeballs.
- The outdoor assets in the city are in various format and strategically located in heavy traffic and pedestrian centers. This also includes transit advertising like the subway.



Digital overview

INTERNET PENETRATION STANDS AT 80% WITH FEW SOCIAL MEDIA USERS



Where can we find them on the internet

THEY SPEND THE LONGEST TIMES ON YOUTUBE

JAN 2020				MOST-VISITED WEBSITES (ALEXA)			
				RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO ALEXA			
#	WEBSITE	TIME / VISIT	PAGES / VISIT	#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	12M 09S	14.6	11	FACEBOOK.COM	17M 48S	7.8
02	YOUTUBE.COM	11M 44S	6.7	12	YAHOO.COM	4M 34S	4.4
03	GOOGLE.AZ	4M 48S	5.8	13	VK.COM	7M 50S	4.0
04	WIKIPEDIA.ORG	3M 55S	3.0	14	ALIEXPRESS.COM	12M 17S	9.0
05	MAIL.RU	3M 28S	2.6	15	QAFQAZINFO.AZ	11M 29S	3.7
06	TURBO.AZ	17M 03S	11.9	16	YANDEX.RU	4M 22S	2.8
07	TAP.AZ	14M 17S	10.4	17	E-TAXES.GOV.AZ	20M 31S	7.2
08	GOOGLE.RU	3M 44S	4.9	18	BIG.AZ	7M 00S	5.9
09	OK.RU	4M 11S	2.2	19	MILLI.AZ	7M 36S	3.5
10	OXU.AZ	9M 23S	4.2	20	MUSAVAT.COM	7M 38S	3.1

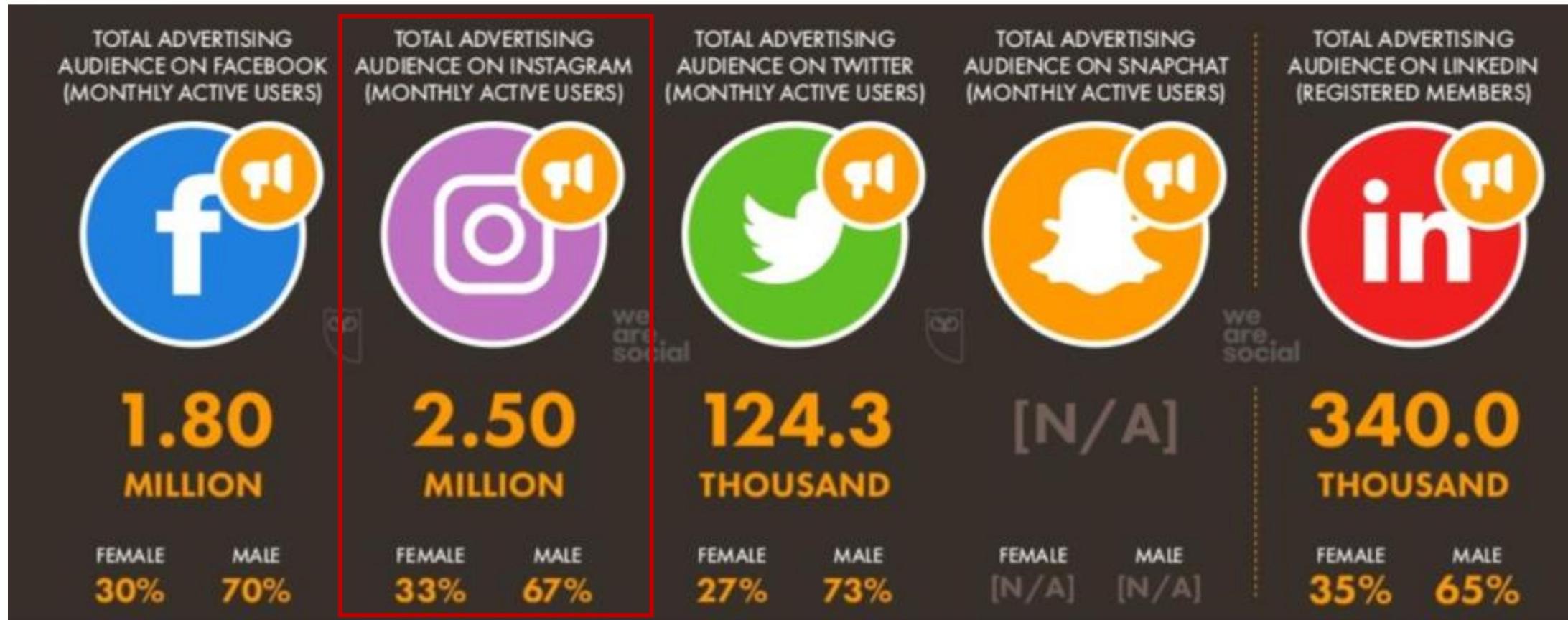


AZERBAIJAN

we
are
social

Popular social media platforms

INSTAGRAM HAS THE LARGEST ADVERTISING AUDIENCE



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